

OCTAVIA SIRBU

Digital Designer



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[Portfolio link](#)



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Odense, Denmark

ABOUT ME

With 7+ years of experience in digital design, I thrive in agile work environments where the user is prioritized and collaboration is key. I have a track record of elevating user experiences through visual consistency, user advocacy and stakeholder involvement.

EDUCATION

MSc in IT Product Design

University of Southern Denmark
2020 - 2022

Digital Design

University Collage Lillebælt
2015 - 2018

TOOLS

Proficient level: Figma, Jira, Cursor
Wordpress, Webflow, POEditor (UX writing), Hotjar, PostHog, Miro, Adobe Creative Suite, Storybook and Canva

Working knowledge: PowerBi, HTML, CSS and React

SKILLS

Design systems, User testing, User journeys, Surveys, Branding, A/B testing, UX writing, QA testing, Personas, Layout design principals

LANGUAGE

English - Fluent (C2)

Danish - Upper Intermediate (B2)

EXPERIENCE

Lead Product Designer

2024 - present

Nabogo ApS, Carpooling scale-up | full-time

- Led a UX strategy initiative for the app that **improved our activation rate in Denmark by 1.5x** via a new onboarding flow.
- **Built a scalable design system that reduced by 2x the number of UI components** of the product, significantly increasing prototyping speed and accelerating decision-making with development and management.
- Mapped and optimized user journeys, **reducing complexity by 50% across the two key user flows** to create faster and more intuitive experiences.

Lead Product Designer

2022 - 2024

Rotoy ApS, EdTech startup | part-time as side project

- **Led a website re-design** with a bolder visual identity and new shopping experience that generated **2x more conversions**.
- Iterated on prototypes in close collaboration with developers and **mentoring student workers**.
- **Built strong relationships** with teachers and parents to enable user testing with children, gather product feedback, and support meaningful collaborations.

UX / UI Designer

2022 - 2024

University of Southern Denmark | full-time

Designing and coordinating the implementation of a web intranet for the university's employees with the involvement of **300+ stakeholders**. Responsibilities include stakeholder management, staff workshops, interviews, usability testing at different stages, Figma prototyping, and collaborating with development. **The new intranet has 50% less pages and a new navigation that enables employees to search for information and services faster.**

You are welcome to look at my entire CV timeline on [my LinkedIn profile](#)